

Dear Friend:

Nice as it is to have so many convenient, time-saving foods—isn't the real thrill of cooking still in making something that's really yours? And when you can turn those quick-and-easy's into tempting new dishes, with just a little time and work, that's the nicest kind of cooking.

That's the kind of recipes you'll find in this new book. They're short and easy. They call for handy, ready-prepared ingredients... canned and frozen foods... packaged mixes. They give you the fun of creative cooking, with perfect results... deliciously yours.

And the convenient food that helps you most of all is Pet Evaporated Milk.

Double-rich Pet Milk does so many things no other form of milk can do... takes the place of cream, even whipping cream... adds richness, adds flavor... combines perfectly with other convenient foods. Then, too, it's the handiest form of whole milk, because it stays sweet and good, in its sealed cans, so it's always ready when you need it.

You'll have fun with these recipes, I know—and I know your family will like the results. In fact, I'm sure that this modern way to good cooking will be the favorite way at your house!

Mary Lee Taylor



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The recipes in this book have been tested with well-known national brands of products and using standard level measuring cups and spoons.

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VERY LITTLE WORK ... AND SO VERY, VERY GOOD!

Busy Day Meat Loaf★ Small Baked Potatoes

Creamed Peas Supreme*

Grapefruit Sections on Lettuce with French Dressing Lemon Crunch Pudding *

Hot Coffee with Pet Evaporated Milk ★Recipes are in this book.

BUSY DAY MEAT LOAF

Juicy, tender, firm enough to slice just right!

1. Turn on oven and set at 350 (moderate).

2. Mix well in a 2-quart bowl.....

1 lb. ground beef
3/4 cup PET Evaporated MILK
1/3 cup uncooked rolled oats
1/4 cup finely cut onion
1 teasp. salt
1/8 teasp. pepper

- 3. Put mixture into a shallow, ungreased baking pan. With wet hands, shape into a loaf in center of pan.
- 4. Spread on top of loaf...... { 1/4 cup catsup
- 5. Bake on center rack of oven 1 hour, or until brown.
- 6. Serve hot or cold. Makes 4 servings.

Tip: Your meat loaf will be juicier and more flavorful if you use ground chuck rather than ground round steak.



NOW ANY TIME IS "SHORTCAKE TIME!"

Delicious shortcakes are so easy with this recipe and ready-toserve fruit or berries (frozen or canned). Try your family's favorite.



BLUEBERRY



PEACH



RASPBERRY

Real old-time shortcakes — made the quick modern way! STRAWBERRY SHORTCAKES

(See photograph below)

- 1. Turn on oven and set at 400 (hot).
- 2. Have ready a well-greased cooky pan.
- 4. Add, all at once, and stir just until dry ingredients are wet

1/2 cup PET Evaporated MILK

(Batter should look lumpy. Lumps will disappear during baking.)

- 5. With 2 tablespoons, drop dough 3 inches apart on greased cooky pan to make 4 shortcakes. Do not spread.
- **6.** Bake near center of oven about 10 minutes, or until tops are golden brown. Cool or serve warm.
- 8. Serve with Whipped Lemon Topping (see recipe opposite). Makes 4 shortcakes.

Note: You'll have perfect success with this recipe in any altitude up to 3,000 feet. If you live in a higher altitude, write for a specially adjusted recipe, stating altitude at which you live and name of recipe.



EASY CHOCOLATE FROSTING

Pet Milk takes the place of cream!

- 6-oz. pkg. semi-sweet chocolate 1. Put into a heavy 1-quart pieces saucepan..... ½ cup PET Evaporated MILK
- 2. Melt chocolate over very low heat, stirring all the time. Take off heat.
- 3. Add and stir until smooth. . { 2 cups sifted powdered sugar
- 4. Spread on cooled cake. Makes enough to frost a 13 x 9 x 2-inch cake, or two 8-inch layers. If frosting becomes too thick to spread easily, add a few drops of Pet Milk.

WHIPPED LEMON TOPPING

Looks rich, tastes rich - yet so inexpensive!

- 1. Chill in ice tray until almost frozen around

 1/3 cup PET Evaporated MILK the edges.....
- 2. Put ice-cold milk into a 4 teasp. granulated sugar cold 1-qt. bowl with.....
- 3. Whip with cold rotary beater by hand, or with electric beater at high speed, until fluffy.
- 2 teasp. lemon juice (see note) 4. Add and whip until stiff \ 1/2 teasp. grated lemon rind
- 5. Serve as topping on Strawberry Shortcakes (see recipe opposite), Dessert Date Roll (see recipe below), plain cake, fruit, gelatin or other desserts. Makes 1 cup.

Note: 1 Tablesp. frozen Lemonade Concentrate, thawed, can replace the lemon juice and grated lemon rind.

DESSERT DATE ROLL

No cooking, no baking - the secret is double-rich Pet Milk!

4 cups midget marshmallows (see note)

½ cup cut-up nuts 1. Mix well in a 3-quart bowl . . \ 2/3 cup cut-up dates

2 cups fine graham cracker crumbs ½ cup PET Evaporated MILK

- 2. With hands, shape mixture into roll about 2½ inches across.
- 4. Wrap tightly in waxed paper. Chill until ready to serve. Makes about 8 servings, allowing two ½-in. slices for each serving. Top with Whipped Lemon Topping if desired (see recipe above).

Tip: Flavor is best when roll is made a day or two before serving. Note: 32 large marshmallows, finely cut, can replace midget marshmallows.

IT'S EASY TO WHIP

Have the milk ice cold

Have the bowl ice cold

Have the beaters ice cold



FISH STICKS AND RICE BAKE

This meal-without-meat gets a royal welcome!

1. Turn on oven and set at 350 (moderate).

2. Cut into ½-inch squares . . \{ 4 slices process American cheese, \ 3 x 4 x \ \(\frac{1}{2}\)-inch thick

3. In a well-greased 6 x 10inch baking dish mix the cheese squares with....

5-oz. pkg. pre-cooked rice
(1½ cups)
1½ cups PET Evaporated
MILK (1 large can)

MILK (1 large can)

1½ cups water

1½ teasp. onion salt

4. Bake near center of oven 20 minutes.

6. Bake another 20 minutes, or until rice is tender and fish sticks are golden brown. Serve hot with catsup or chili sauce, if desired. Makes 4 servings.

MAIN

Quick and Easy!



CREAMED PIMIENTO CHICKEN IN TOAST CUPS

Tasty chicken favorite served a glamorous new way!

- 1. Turn on oven and set at 400 (hot).
- 2. Cut crusts from 8 slices white bread
- 3. Press each slice into a $2\frac{1}{2}$ or 3-inch muffin cup.
- 4. Bake near center of oven 8 minutes, or until golden brown.

- 8. Serve hot in the toast cups. Makes 4 servings of 2 toast cups each.

CREAMED TUNA IN TOAST CUPS

Use a 7-oz. can Tuna, drained and flaked, for the chicken in the recipe above for Creamed Pimiento Chicken in Toast Cups.

ONION BRAISED PORK CHOPS

This "something different" is guaranteed to please!

- 2. Heat in a 10-inch skillet.... { 1 Tablesp. shortening
- 3. Brown chops slowly on both sides in hot shortening.
- 4. Pour off drippings and add to chops in skillet...... 1 can beef consomme 1 cup sliced onions
- 5. Cover and cook over low heat 20 to 30 minutes, or until chops are tender. Put chops on warm platter.
- 7. Stir into mixture in skillet. Heat and stir until steaming hot, but do not boil. Serve with chops. Makes 4 servings.

MEN SAY "M-M-M-M
...LET'S HAVE THIS
MEAL AGAIN!"
Onion Braised
Pork Chops★
Cut Green Beans
Fluffy Mashed
Potatoes★
Pineapple Ring Salad
Strawberry
Shortcakes★
Hot Coffee with
Pet Evaporated Milk
★Recipes are in this
book.



TOP-STOVE HAM SCALLOP

Meat, gravy, vegetables - all in one wonderful dish!

1. Heat in a heavy 10-inch skillet until butter melts.... 1 Tablesp. butter or margarine 1 Tablesp. brown sugar

3. Take ham from skillet; cut into 4 servings. Let stand until needed. Drain drippings from skillet.

1 can cream of mushroom soup

1/3 cup water
2/4 cup PFT Frapporated MILK

4. Mix in the same skillet..... \\ \frac{2}{3} \text{ cup PET Evaporated MILK} \\ \frac{1}{4} \text{ cup finely cut onion}

½ teasp. salt ½ teasp. pepper .

6. Cover and cook slowly, stirring now and then, until vegetables are tender, or about 35 min. Place ham on top of vegetables. Cover and heat until ham is hot, about 10 min. Makes 4 servings.

DELICIOUS DINNER... AND JUST ONE DISH TO COOK!

Top-Stove Ham Scallop★ Fruit Salad on Lettuce

Dessert Date Roll
with Whipped
Lemon Topping
Hot Coffee with

Pet Evaporated Milk

★Recipes are in this
book.

Make it attractive make it convenient— Use your prettiest skillet to prepare the Ham Scallop, and serve hot from the skillet, right at the table.

Before putting the ham on top of the vegetables, stud with cloves as shown in the picture.

Absolutely the world's best Banana Cream Pie!

BANANA CREAM PIE

(See photograph opposite)

1 cup fine graham cracker 1. Press in bottom and on crumbs sides of 9-inch pie pan 1/4 cup melted butter or a mixture of...... margarine 2. Chill until needed.

3. Chill in ice tray until almost frozen around the edges.....

1/3 cup PET Evaporated MILK

4. While milk chills, soften in a 1½-quart bowl [in ¼ cup cold water

11/2 teasp. unflavored gelatin

5. Add to softened gelatin and stir until dissolved

1/2 cup boiling water

6. Stir into the dissolved gelatin and let stand until needed.....

1 cup PET Evaporated MILK

7. Put ice-cold milk into a cold 1-quart bowl. Whip with cold rotary beater by hand, or with electric beater at high speed, until stiff. Keep chilled.

8. Add to gelatin mixture and beat with rotary beater 1 minute, or until well mixed.....

1 pkg. vanilla instant pudding

9. Fold whipped milk into pudding.

10. Slice over bottom of 1 ripe banana crumb crust.....

11. Pour pudding mixture over banana slices. Chill until firm and ready to serve. At serving time, garnish with a ring of banana slices, if desired.



LEMON CRUNCH PUDDING

This topping makes it a super-special dessert!

1. Melt in a 10-inch skillet.... 3 Tablesp. butter or margarine 1/4 cup fine graham cracker crumbs 3 Tablesp. sugar 2. Mix on a piece of waxed 3 Tablesp. flour 1/2 cup canned, flaked coconut

3. With a fork, stir coconut mixture into the melted butter. Stir over low heat until coconut is golden brown. Spread on waxed paper to cool.

²/₃ cup cold water 4. Put into a 2-quart bowl 1 cup cold PET Evaporated

5. Sprinkle over the top...... 1 pkg. lemon instant pudding

6. Beat with rotary beater by hand, or with electric beater at low speed, just until well mixed, about 1 minute. Pour into 4 dessert

7. Sprinkle the cooled crumb mixture over pudding. Let stand at room temperature until set. If pudding is to be served later, keep chilled. Makes 4 servings.

DESSERTS DOUBLE-QUICK

with

Pet Milk

Instant Pudding

How to Make Creamier Instant Pudding with Pet Evaporated Milk

Mix 1 cup Pet Milk with 3/3 cup water in a 1-quart bowl. Sprinkle instant pudding over the top. Beat slowly with a rotary beater, or with an electric beater at low speed, for one minute or until well mixed.

Made this way, your favorite instant puddings will have a creamy texture and rich flavor, and will supply the same nourishment as a full pint of bottled milk.

CHERRYTIME PUDDING

Chock-full of goodies, pretty as a picture!

1/4 cup finely cut maraschino cherries, well drained 1. Have ready..... 1/4 cup finely cut nuts 1 cup cold PET Evaporated MILK ²/₃ cup cold water 2. Put into a 1-quart bowl.... 1/4 teasp. almond flavoring (can omit)

3. Sprinkle over top....... 1 pkg. vanilla instant pudding

4. Beat with rotary beater by hand, or with electric beater at low speed 1 minute, or until well mixed.

5. Fold in cut cherries and nuts. Pour into 4 dessert dishes at once. Let stand 5 minutes, or until set. If pudding is to be served later, keep chilled.

Easy Ways to "Dress Up" Puddings

POLKA DOT PUDDING

Mix vanilla pudding. Fold in 1/4 cup semisweet chocolate pieces.

CRUMB-TOP PUDDING

Sprinkle graham cracker or ginger snap crumbs over top of pudding (any flavor).

SNOW-PEAK PUDDING

Crown chocolate pudding with spoonfuls of Whipped Lemon Topping (see index).

CREAMY CHOCOLATE SAUCE

No cooking . . . just mix, stir, and m-m-m, serve!

1 pkg. chocolate instant 1. Mix in a 1-quart bowl.... pudding ²/₃ cup corn syrup (1 cup PET Evaporated MILK 2. Stir in, a little at a

3. Let stand at room temperature until thickened, about 15 minutes. Serve on ice cream, plain cake, puddings, etc. Makes 2 cups.

Tip: If sauce is to be served later, keep chilled.

SNOWBALLS WITH CHOCOLATE SAUCE

(See photograph opposite)

Roll scoops of vanilla ice cream in coconut. Re-freeze. Serve with Creamy Chocolate Sauce (see recipe above).





Best cheese sauce since cheese was discovered!

EASY CHEESE SAUCE

(See photograph opposite)

- 4 slices process American cheese, 1. Cut into ½-inch squares... 3 x 4 x 1/8-inch thick
- 2. Put cheese into a heavy 4 cup PET Evaporated MILK 1-quart saucepan with...
- 3. Stir over low heat until cheese is completely melted.
- 4. Stir in, a little at a time.... \ \frac{1}{2} cup PET Evaporated MILK
- 5. Heat until steaming hot, but do not boil. Remove from heat and serve hot on baked potatoes, split frankfurters and sandwiches like bacon and tomato or sliced chicken. Makes 1 cup.

SPRINGTIME LIME SALAD

Pretty and refreshing as a morning in spring!

1 pkg. lime gelatin in 3/4 cup boiling water

2. Cool slightly, then stir in . . . \ 1 cup PET Evaporated MILK

3. Chill until as thick as unbeaten egg whites.

9-oz. can crushed pineapple, (do not drain) 1 Tablesp. lemon juice 1 cup creamed cottage cheese ½ cup broken nuts 4. Fold in (can omit) ½ cup finely cut celery ½ cup mayonnaise or salad dressing

5. Pour into an 8-inch square pan, or a mold holding about 5 cups. Chill until firm. Cut into squares, or slice and serve on lettuce. Serves 4 for 2 meals.

JIFFY CHILI DRESSING

Creamy-smooth without cream - thanks to double-rich Pet Milk!

2/3 cup salad dressing 1. With a spoon, stir well (see note) 1/4 cup PET Evaporated MILK in a small bowl..... 1/4 cup chili sauce

2. Keep chilled. Serve on lettuce, shredded cabbage or other salad greens. Makes about 1 cup.

Note: Use the kind that comes in a jar, not a bottle.

SIMPLE LUNCHEON -WITH A PARTY AIR!

Shrimp Chowder* **Crisp Crackers**

> Springtime Lime Salad★

Orange Pancakes and Sauce*

Hot Coffee with Pet Evaporated Milk *Recipes are in this

ALL-TIME FAVORITE-**AND IT'S YOURS SO** EASILY!

Fried Chicken Whole Kernel Corn Hot Biscuits with Chicken Gravy* Mixed Green Salad

with Jiffy Chili Dressing*

Banana Cream Pie* Hot Coffee with Pet Evaporated Milk *Recipes are in this book.

The famous failproof gravy with only two ingredients!

MUSHROOM GRAVY

(See photograph opposite)

- 1. Pour out all drippings from skillet or pan used to cook meat.
- 3. Stir in, a little at a time.... { 2/3 cup PET Evaporated MILK
- 4. Stir and heat slowly until gravy is smooth and steaming hot, but do not boil. Makes about 2 cups.

For Creole Gravy: Use tomato soup in place of mushroom.

For Chicken Gravy: Use cream of chicken soup in place of mushroom.

For Ham Gravy: Use cream of celery soup in place of mushroom.



FLUFFY MASHED POTATOES

Rich tasting without a speck of butter!

- 1. Cook in tightly covered saucepan about 20 aminutes, or until tender....

 4 medium potatoes, peeled and quartered (1½ lbs.) in 1 cup boiling water
- 2. Drain potatoes and save water. Mash potatoes well.
- 4. Beat until light and fluffy. Add more potato water if you like softer mashed potatoes. Makes 4 servings.

CREAMED PEAS SUPREME

M-m-m-m . . . that touch of chicken flavor!

- 3. Stirring now and then, cook, uncovered, over medium heat 20 minutes, or until peas are tender. Makes 4 servings.



Hearty, rich, and quick as one-two-three!

SHRIMP CHOWDER

(See photograph opposite)

- 1. Mix in a 1-quart saucepan . .

 1 can cream of celery soup
 1 cup PET Evaporated MILK
 2/3 cup water
- 3. Add shrimp to soup mixture. Heat until steaming hot, but do not boil. Makes 4 servings.



AT COFFEE TIME

Morning, noon, or night—Pet Evaporated Milk is right at home in modern cream pitchers! Double-rich Pet Milk adds the creamy color that makes coffee look so appetizing . . . blends with the coffee to bring out more of the fine coffee flavor . . . makes it rich-tasting, delicious. And Pet Milk has fewer calories than cream, costs about half as much!

ORANGE PANCAKES AND SAUCE

"Family-style" version of a famous French dessert!

1 egg 1 cup PET Evaporated MILK 1/4 cup frozen orange juice 1. Mix in a $1\frac{1}{2}$ -quart concentrate, thawed

- 3. Stir well, but do not overmix, as overmixing toughens pancakes. Small lumps in batter disappear during baking.
- 4. Using a scant ¼ cup for each pancake, pour onto a hot, lightly greased griddle or frying pan. Bake until bubbles appear on top and the edges are cooked. Turn and bake until other side is brown.
- 5. Meanwhile, stir and heat until steaming hot, but

1/4 cup frozen orange juice concentrate, thawed 1/4 cup butter or margarine 1/4 cup PET Evaporated MILK 1/2 cup sugar

6. Serve warm sauce with pancakes. Makes about a dozen 4-inch pancakes and 1 cup sauce, or enough for 4 servings.

Note: You'll have perfect success with this recipe in any altitude up to 5,000 feet. If you live in a higher altitude, write for a specially adjusted recipe, stating altitude at which you live and name of recipe.

Morning

TV SUPPER...WITH A **GLAMOROUS TOUCH!**

Creamed Pimiento Chicken in Toast Cups* **Relish Tray** (carrot stickscelery-radishes) Waffles a la Mode★ Hot Coffee with

Pet Evaporated Milk *Recipes are in this book.

WAFFLES A LA MODE

Breakfast favorite becomes a dessert delight!

- 1. Turn on oven and set at 450 (extremely hot).
- 1/2 cup brown sugar 2. Mix in a small bowl \ \\ \lambda_{\text{cup PET Evaporated MILK}} ½ cup canned, flaked coconut
- 3. Put on ungreased cooky 6 frozen waffles (1 pkg.)
- 4. Spread coconut mixture on top of waffles. Bake near center of oven 5 minutes, or until coconut mixture is bubbly hot.
- 5. Top waffles with........... 6 scoops vanilla ice cream
- 6. Serve at once. Makes 6 servings.



Golden-brown, extra rich, made the Pet Milk way!

FRENCH TOAST

(See photograph above)

- 2. Dip into mixture, one at a time, to moisten both sides. (2 days old)
- 3. Melt enough butter to cover the bottom of a large skillet. Brown bread slices on both sides. Add more butter as needed for each batch.
- 4. Serve with syrup, or sprinkle with a mixture of ¾ teasp. cinnamon and ¼ cup sugar. Makes 4 servings.

Richer, fluffier, made with Pet Milk!

CREAMY SCRAMBLED EGGS

(See photograph below)

- 2. Beat with a fork just until well mixed.
- 4. Pour in egg mixture. For tender, fluffy eggs, cook over very low heat. Stir gently until eggs are cooked the way you like them.
- 5. Serve hot. Makes 4 servings.





Like the good old-fashioned kind, but extra easy!

BUTTERSCOTCH NUT FUDGE

(See photograph opposite)

1. Mix in a heavy 2-quart saucepan.....

11/4 cups brown sugar 1 cup sugar 1/4 cup butter or margarine 5-oz. jar marshmallow creme 3/4 cup PET Evaporated MILK

- 2. Cook and stir to a full, all-over boil. Boil and stir over medium heat 5 minutes. Take off heat.
- 3. Stir in \ \frac{1}{2} cup broken nuts
- 4. Stir until candy is thick and creamy and starts to lose its shine. Pour into buttered 8-inch square pan. Cool thoroughly. Cut into squares. Makes about 13/4 lbs.

A real super-duper peach pie . . . with no baking!

GOLD NUGGET PIE

(See photograph below)

MEAL! **Breaded Cutlets** (see note) Mushroom Gravy* Fluffy Boiled Rice Green Asparagus Salad Gold Nugget Pie* Hot Coffee with

Shredded Cabbage Pet Evaporated Milk *Recipes are in this book.

THEY'LL CALL THIS

A SCRUMPTIOUS

Note: Cutlets will have a crisp, golden coating that stays on, and will be juicy-tender, if you dip them in Pet Evaporated Milk, then in fine dry bread crumbs, before frying.

1 cup fine graham cracker 1. Press in bottom and on crumbs sides of 9-inch pie pan a 1/4 cup melted butter or margarine

- 2. Chill until needed.
- 3. Chill in ice tray until almost frozen around the edges.....

3/3 cup PET Evaporated MILK

- 4. Drain and save syrup
- [1-lb. 13-oz. can cling peach slices
- 5. Cut each slice into about four pieces. Measure 1 cup of the syrup and heat to boiling in a 2-quart saucepan.
- 6. Add to hot syrup and stir 1 pkg. lemon gelatin until dissolved.....
- 7. Chill until mixture is as thick as unbeaten egg whites.
- 8. Put ice-cold milk into a 1/4 teasp. almond flavoring cold 1-quart bowl with....
- 9. Whip milk with a cold rotary beater by hand, or with electric beater at high speed, until stiff. Fold cut-up peaches and whipped milk into chilled gelatin mixture. Put into crumb crust. Chill until firm, about 3 hours.



Watch the youngsters go for these yummy treats!

BANANA COCONUT COOKIES

(See photograph below)

1. Turn on oven and set at 375 (high moderate).

	1½ cups biscuit mix 34 cup sugar
3 Add and stir until well	1/4 cup PET Evaporated MILK

3. Add and stir until well mixed 1/2 cup mashed ripe banana 1/4 cup melted shortening or salad oil

5. With 2 teaspoons, drop mixture about 2 inches apart onto a greased and floured cooky pan. Bake near center of oven 10 minutes, or until light brown. Take from pan at once and cool on a wire cake rack or folded towel. Makes about 3 dozen.

Note: You'll have perfect success with this recipe in any altitude up to 3,000 feet. If you live in a higher altitude, write for a specially adjusted recipe, stating altitude at which you live and name of recipe.





Folks like these bar cookies better than candy!

CHOCOLATE GRAHAM SQUARES

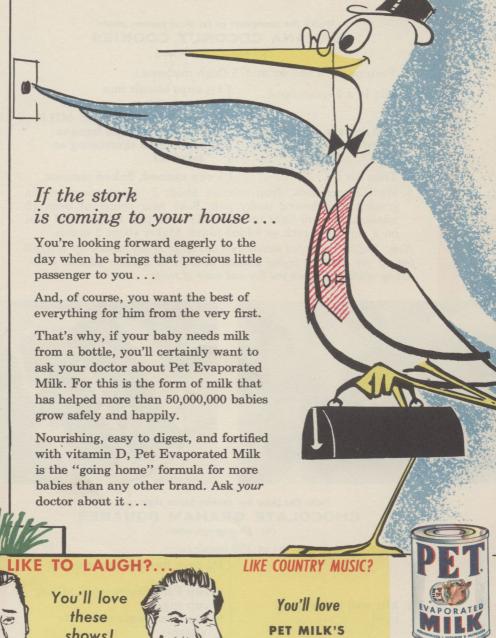
(See photograph above)

1. Turn on oven and set at 350 (moderate).

2. Mix well in a 2-quart bowl	1½ cups fine graham cracker crumbs ½ cup PET Evaporated MILK ½ cup sugar ⅓ cup semi-sweet chocolate pieces ½ cup broken nuts
	1 teasp. vanilla

3. Spread in a well-greased 8-inch square baking pan.

4. Bake near center of oven 30 minutes, or until cake pulls from sides of pan. Take from oven and cool. Store covered in pan. These squares will stay moist for several days. Cut into 1½-inch squares as needed. Makes 2 dozen.







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